

CREATIVE WAYS TO EXPLORE YOUR BRAND



BALL PACKAGING EUROPE

COLOUR YOUR BRAND.

Surprise consumers with a new, colourful design – attractive shelf appeal and contemporary brand image all in one.



ADDED VALUE PRODUCTS

- 1 Pure Brand End**
The last design gap is closed in a very eye catching way.
- 2 Coloured Tabs and Ends**
The easy way to be different.
- 3 High Definition**
Distinctly defined with brilliant and outstanding detail – an impressive effect for consumers.
- 4 Digital Printing**
Individual and premium: Photo quality allows a creative brand staging.
- 5 Thermochromic Ink**
From warm to cold, from clear to blue or from colour to colour – the cool indicator.

FEEL YOUR BRAND.

Provide consumers with the ultimate haptic experience.



ADDED VALUE PRODUCTS

- 1 Skin Tech**
Goes under the skin – all around embossing for slip proof designs.
- 2 Tactile ink**
Feel the difference and add value to the brand through tactile design highlights.
- 3 Embossing**
The can with the relief surface for impressive premium designs.
- 4 Matte Finish**
As elegant as velvet – the smooth touch.



ADDED VALUE PRODUCTS

- 1 Coded Tabs**
The direct traffic generator for your web page.
- 2 A Gulp For Free**
E.g. 568ml – add 13% for free to a 500ml can and get party-goers celebrate (with) your brand.
- 3 Ball Resealable End®**
Pure convenience – now applicable as well for pasteurization.
- 4 Fluorescent Ink**
Get your brand to glow and reach trendy people in trendy locations with the “club can”.
- 5 Twin Can**
The “enjoyment adapter” connects two cans – cocktail proofed but open for new areas.



PROMOTE YOUR BRAND.

For all seasons and reasons – the right mix of promotion tools.

UPDATE YOUR BRAND @ POS.

Use our innovations to enhance your product:

Colour your brand, feel your brand, promote your brand.

In addition, benefit from our new media tools and flexible packaging.

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INTERACTIVE PACKAGING

1 Augmented Reality
APPLY exciting contemporary promotions and involve the consumer. Transport brand messages through Augmented Reality.

2 Barcode
Use your Barcode to deliver product, brand and/or company information.

3 QR Code
Helps to grow your brand community and enlarges brand experience.

4 Multipacks
Sales booster and convenience all in one.



www.ball-europe.com



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